### It’s Time for Wheel Options!

### *Dear Employee Transportation Coordinator,*

Wheel Options is both a great way to promote alternative modes of transportation to your employees and an effective way for your employer to meet the goals of its commute trip reduction program. *Read on for exciting details and ideas on how to successfully administer this annual campaign!*

# *Take Your Commute to New Heights!*

Our grand prize is truly grand this year, because one eligible participant from the Wheel Options campaign will win a $2500 prepaid MasterCard to explore our National Parks, or anywhere you want for that matter!

# *The Contest*

# Any employee who records at least six days of eligible Wheel Options commutes in October 2016 will be entered to win a $2500 MasterCard or many other great prizes. Wheel Options modes include carpool, vanpool, bus, train, light rail, streetcar, bicycle, walk, working from home or a compressed work schedule (e.g., four, 10-hour shifts in a week).

# *Two Easy Ways to Enter*

1. Employees can record their trips at [www.WheelOptions.org](http://www.WheelOptions.org) starting Oct. 1***.*** ***The deadline for recording trips is Monday, Nov. 7, 2016.***
2. Alternatively, employees can record trips on paper Wheel Options entry forms (included in this packet). If using the paper calendar form, you must enter data into the online calendar on behalf of your employee(s). We recommend doing this every week or two as you can only retroactively enter trips for 28 days using the online Wheel Options entry tool*.* ***The deadline for you to enter data from paper forms is Monday, Nov. 7, 2016.***

# *Your Tools* This toolkit includes all the things you’ll need to run a successful Wheel Options campaign!

* Wheel Options posters
* A tutorial on how to run a Wheel Options campaign.
* The prize list.
* Order form for transit free ride tickets
* A paper copy of the entry form.
* Instructions and best practices for setting up and managing an employer network on [www.WheelOptions.org/toolkit](http://www.WheelOptions.org/toolkit). (This is the same incentive management system as [www.RideshareOnline.com](http://www.RideshareOnline.com) and other partner sites.)
* Some sample communication pieces. Customize these emails to fit your worksite; highlighted portions need customization.

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What should you do next?

## Plan Your Campaign as Soon as Possible

* Review this toolkit.
* Set up or update your employer network on the [Wheel Options administrative site](https://wheeloptions.icarpool.com/admin/en/login.aspx).
* Select the activities and messages you will use and tailor them to fit your company.
* Encourage employees to “like” Wheel Options on Facebook, and follow Wheel Options on Twitter, as there will be additional prizes and information over these social networks.
* Ask management for their support and a modest budget to help support your campaign. If your employer can’t provide prizes, just recognizing the efforts of those who participate or those who qualify for the Grand Prize can be gratifying for employees. Remember that not all prizes need to be elaborate – a company mug or sweatshirt are also great prizes to give away…or even lunch or coffee with an executive (or the ETC!).

## Notify Your Employees

* Display Wheel Options posters on message boards, in break rooms and in other common areas. Do you have a digital display at your work? If so, ask if you can get information up.
* Include some or all of the sample messages in company communications. Be sure to tailor all messages to fit ***your*** worksite(s).
* Use some of the suggestions found in the “Additional Ideas” section of this toolkit to generate extra interest in your campaign.

## Have Your Employees Enter to Win

* Online: Employees must sign up and log eligible commutes at [www.WheelOptions.org](http://www.WheelOptions.org)**.** The online entry will be available beginning **Oct. 1, 2016.** The more often they log their trips, the more chances they have to win weekly prizes.
* Paper: Having employees enter their own information online is the fastest and easiest way, however, we understand if there are employees without set worksites or computers. In these cases you will need to provide them paper entry forms to fill out which you will collect and enter online. You will enter their trip data using the proxy entry tool on [www.WheelOptions.org](http://www.WheelOptions.org)**.** We recommend collecting and entering the paper calendars every week, as you can only retroactively enter commutes going back 28 days. **All data must be entered in by November 7,** so we suggest setting a turn-in-date of Nov. 2 (or earlier) for the paper forms so you will have time to enter in your employees’ commute data.

## Follow up with Employees

* Thank employees for sharing and saving rides and for participating.
* Communicate your internal results. Let everyone know how many people participated, who won your worksite prizes (if applicable) and how much pollution was prevented during the campaign.
* *Optional*: Hold your own worksite prize drawing(s). This can be as easy as a drawing for a handful of employer gifts (t-shirts, cups, giveaways) or more elaborate such as a gift basket or tickets to a sporting event or concert.

## Announce the Results of the Statewide Prize Drawing

* Winners will be posted at [www.WheelOptions.org](http://www.WheelOptions.org).
* Winners may also be posted on the [Wheel Options Facebook](https://www.facebook.com/WheelOptions) page.

Additional Ideas on how to Promote Wheel Options

Use and amend all or some of the below suggested promotional ideas to maximize your company’s participation in Wheel Options.

## Campaign Kickoff

* Get everyone’s attention on the **first day** of the campaign.
* Using plain white paper, cover the main entrances of your worksite early on the morning of the first day of the Wheel Options campaign to create a high contrast backdrop for Wheel Options posters. Post pictures of Wheel Options participants (past or present) on the white wall.
* Greet employees as they enter the building for work with coffee and muffins.
* Hand out Wheel Options and commuting materials.

## “Carpool Day” Promotion

* Designate a day during Wheel Options as “Carpool Day” for your company.
* Remind your employees the week before and encourage them to sign up at [www.RideshareOnline.com](http://www.RideshareOnline.com) to find a partner.
* Offer special incentives and prizes for anyone who carpools on “Carpool Day.”
* Have a US National Park-themed special breakfast or lunch ready for your carpoolers.
* Hold a contest for the most creative carpool (maybe a “carpool karaoke” video contest?).

## Scavenger Hunt

* Get everyone involved in the campaign.
* Purchase small prizes (try a National Parks theme, if possible).
* Each day of the Wheel Options campaign, hide one of the prizes somewhere at your worksite.
* Give away National Parks-themed gifts to employees who find the prizes, such as a map of or guide to the National Parks, small hiking items, mittens, a disposable camera, etc.

## Easy, Low-cost and Free Promotions

* Raffle a breakfast or lunch with the CEO (or another well-liked upper management person) to participants.
* Have casual Fridays in the month of October be National Parks-themed.
* Hold a cookbook recipe contest. Ask employees to submit their favorite recipes from across the country. Compile the recipes into a cookbook and provide copies of the book as prizes.
* Ask the company cafeteria to offer a National Parks-themed lunch and host a commute information table at the same time.

### Wheel Options Statewide Prize List

*Grand Prize*  
A Customized Adventure!

Help celebrate the 100th anniversary of our National Parks system by visiting one or several of them – or use your MasterCard to take the trip you’ve always dreamed of taking! The grand-prize package includes:

* $2500 pre-paid MasterCard.

**And for those who are extra-adventurous…**Log 12 or more days of alternative mode trips and be entered into a drawing for

* $500 pre-paid MasterCard

***Add your own custom prizes!***

***Other Prizes***

Gift cards to various local retailers. Complete prize list posted and updated online at [www.wheeloptions.org](http://www.wheeloptions.org).

*To order Transit Free Ride Tickets as a Wheel Options incentive, please complete and return this form.*

Your Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mailing address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Number employees at work site: \_\_\_\_\_\_\_\_

Please check whether you wish to receive Free Ride Tickets for Metro, Sound Transit Express, Link Light Rail or Sounder Commuter Rail.

🔾 Metro 🔾 Sound Transit Express 🔾Link Light Rail 🔾Sounder Commuter Rail

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Number of Employees at work site | Sets of Metro tickets | Sets of Sound Transit Express tickets | Day Passes for Link Light Rail | Day Passes for Sounder Commuter Rail |
| Less than 250 | 25 | 25 | 10 | 10 |
| 251 – 500 | 50 | 50 | 20 | 20 |
| More than 500 | 75 | 75 | 30 | 30 |

One set of bus tickets is good for two one-way rides on any Metro or Sound Transit Express bus in regular service. One day pass is good on Link Light Rail or Sounder Commuter Rail for the date selected by the user.

Free Ride Tickets are distributed based on the number of employees at your worksite. Ticket supplies are limited and available on a first-come, first-serve basis.

Email this form to King County Employer Services at:

[Employer.services@kingcounty.gov](mailto:Employer.services@kingcounty.gov)

*Your Commute is Your Ticket to a National Parks adventure!*

## Use Wheel Options for your commute at least six days this October and enter to win the grand prize—a cruise to Alaska for two—or one of dozens of $50 gift cards!

### Record your commutes using the calendar below for Oct. 1–15; submit it by Oct. 19.

### Record your commutes using the calendar below for Oct. 16–31; submit it by Nov. 2.

### Return completed forms to: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***October 2016***

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| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
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| --- | --- |
| Use this key to record your commutes:   * Bk = Bike * Bs = Bus * C = Carpool * CWW = Compressed work week/day off * R = Rail | * SOV = Single-occupant vehicle * T = Telecommute * V = Vanpool * W = Walk * WF = Walk-on ferry |

One-way miles per commute trip: \_\_\_\_\_\_\_\_\_\_

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone and extension: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mail stop (if applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Work address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Emails for Your Employees

Use and amend some or all of the email messages suggested below to maximize your company’s participation in Wheel Options.

## (For the week of Sept. 19) Take your commute to new heights!

The sky’s the limit when you take your commute to new heights! By using Wheel Options for at least six days in October, you could find yourself at the top of a mountain peak, getting a bird’s eye view from a hot-air balloon, or feasting your eyes on the beauty of one of America’s national parks from the top of a rock formation!

The annual [Wheel Options](http://www.wheeloptions.org/) campaign starts on **Oct. 1, 2016.** Commute via bicycle, transit, carpool, vanpool, walking and/or telecommuting at least six days in October, and not only will you save money, cut emissions and reduce congestion, you’ll be entered to win a customizable adventure! Gift cards and many other great prizes will also be awarded! Check out [last year’s winners](http://www.wheeloptions.org/winners/).

Wheel Options encourages employees to reduce their drive-alone trips and explore new ways of getting to work. Log in or register at [www.wheeloptions.org](http://www.wheeloptions.org) to explore all your commute options and possibly find a better way to get to work! With your newfound commute you’ll be all set to participate in the Wheel Options campaign and you could win a custom adventure!

Follow Wheel Options on [Facebook](https://www.facebook.com/WheelOptions) and [Twitter](https://twitter.com/WSRONEWS) for more prizes and information.

Your chance to win is coming soon!

## (For the week of Sept. 26) Ready to soar above the congestion?!

Get in the jet-set lane by riding transit, cycling, walking, carpooling, vanpooling, compressing your schedule or telecommuting your way to your adventure. If you choose an eligible [Wheel Options](http://www.wheeloptions.org/) commute at least six days in October, not only will you save money, cut emissions and reduce congestion, you could win the adventure of a lifetime, one of many gift cards or other great prizes!

*<Company Name>* encourages our employees to discover new and environmentally friendly ways of getting to work. If you’d like help exploring your commute options, contact me – your employee transportation coordinator – at *<phone number>* or *<e-mail address>*. I can help you find a transit route, carpool partner or an existing vanpool.

We’d love to see one of our own on their way to a custom vacation!

Instructions for entering the [Wheel Options](http://www.wheeloptions.org/) prize drawing will be sent next week. In the meantime, don’t forget to follow Wheel Options on [Facebook](https://www.facebook.com/WheelOptions) and [Twitter](https://twitter.com/WSRONEWS) for more information.

## (For the week of Oct 3)

## Imagine yourself on the adventure of a lifetime!

Now, imagine that you got there because you bicycled, carpooled, vanpooled, walked, telecommuted or rode transit to work.

The 2016 [Wheel Options](http://www.wheeloptions.org/) campaign is here! To participate and qualify for one of many prize drawings all you need to do is:

* Bicycle, share a ride, ride the bus or train, or walk to work at least six days in October. You can also participate by compressing your work schedule or teleworking. *<Delete this last sentence if your worksite does not allow compressed work schedules/telework.>*
* Log your commutes at www.wheeloptions.org. Paper entry forms are available at <*describe where your paper entry forms will be>.*

It’s that simple. Save money, cut emissions, reduce congestion, and you could find yourself on the adventure of a lifetime or winning one of many other great prizes!

You can also “Like” Wheel Options on [Facebook](https://www.facebook.com/WheelOptions) for a chance to win additional prizes!

For more information visit [www.wheeloptions.org](http://www.wheeloptions.org) or contact me – your employee transportation coordinator – at *<phone number>* or *<e-mail address>.*

Wheel Options—your trip, your way!

## (For the week of Oct. 10)

## Your custom adventure awaits!

We’re in the second week of the [Wheel Options](http://www.wheeloptions.org/) campaign. You still have the opportunity to win a trip to our National Parks, a customized adventure, or one of many other prizes!

If you are looking to save money, ease traffic congestion and reduce CO2, changing your commute is an easy way to start. If you bicycle, walk, share a ride or ride transit to work at least six days in October you might just find yourself on the ultimate adventure! Compressing your work schedule and teleworking count as eligible trips, too! *<Delete this last sentence if your worksite does not allow compressed work schedules/telework.>*

Log your trips at [www.wheeloptions.org](http://www.wheeloptions.org) and follow Wheel Options on [Facebook](https://www.facebook.com/WheelOptions) and [Twitter](https://twitter.com/WSRONEWS) for more chances to win!

For more information, contact me – your employee transportation coordinator – at *<phone number>* or *<e-mail address>*.

## (For the week of Oct. 17) Will you be the one taking an ultimate adventure? You could be on your ideal adventure before you know it! All you need to do is take an eligible Wheel Options commute at least six days in October, and not only will you save money and the environment, you’ll also be eligible to win some [fabulous prizes](http://www.wheeloptions.org/prizes/)! Eligible modes include sharing a ride, walking, biking, riding the bus or train, teleworking or compressing your work schedule <delete this last part if not applicable to your worksite>.

## There is still time to qualify for one of the many Wheel Options prizes. Go to [www.wheeloptions.org](http://www.wheeloptions.org) and record your commutes by Nov. 7, or stop by <describe where your paper forms will be> to pick up a paper entry form. Paper forms must be submitted to your ETC by Nov. 2.

You can also “like” Wheel Options on [Facebook](https://www.facebook.com/WheelOptions) for a chance to win an additional prize!

For more information, contact me – your employee transportation coordinator – at *<phone number>* or *<e-mail address>*.

## (For the week of Oct. 24) Here comes your perfect getaway!

## You still have time to qualify for the 2016 [Wheel Options](http://www.wheeloptions.org/) prize drawing. If you bicycle, walk, share a ride or ride the bus or train to work at least six days in October, not only will you save money, cut emissions and reduce congestion, you might be the one proclaiming, “I’m on top of the world!” from anywhere in the world or winning [one of many other great prizes](http://www.wheeloptions.org/prizes/)! Teleworking and compressing your schedule also count as eligible trips. <delete last sentence if not applicable to your worksite>.

Go to [www.wheeloptions.org](http://www.wheeloptions.org) to record your commutes by Nov. 7 or stop by <*describe where your paper forms will be*> to pick up a paper entry form and return it to your ETC by Nov. 2. Record at least six [eligible](http://www.wheeloptions.org/modes/) trips and you could be visiting any number of National Parks, skiing from the top of a mountain, taking that flight to Europe you’ve always talked about, or on any other adventure you like!

Don’t forget to follow Wheel Options on [Twitter](https://twitter.com/WSRONEWS) and [Facebook](https://www.facebook.com/WheelOptions)!

For more information contact me – your employee transportation coordinator – at *<phone number>* or *<e-mail address>*.

***(For the week of Oct. 31)***

***Don’t forget to log your trips for a chance at the trip of a lifetime!***

Oct. 31 is the final day of the 2016 Wheel Options campaign! Log your eligible October trips at [www.wheeloptions.org](http://www.wheeloptions.org) by Nov. 7 or submit your paper calendar to your ETC by Nov. 2 and you could be on the adventure of a lifetime! And don’t forget to “like” Wheel Option on Facebook for the chance at an additional prize!

## (For the week of Nov. 7)

## Thank you, Wheel Options Participants!

Thanks to everyone who participated in the [Wheel Options](http://www.wheeloptions.org/) campaign! If you found a new, better way of getting to work, I’d love to hear from you. Everyone who eliminated at least six drive-alone days during October will be entered in our company drawing for *<prizes offered by your company>*.

Stay in touch with Wheel Options through [Facebook](https://www.facebook.com/WheelOptions) and [Twitter](https://twitter.com/WSRONEWS)!

Wheel Options — your trip, your way!

## (On or after Nov. 14) Look what we did!

*If you have a registered network in the Rideshare Online platform you can find information on how your company contributed to reducing your carbon output on the Wheel Options admin page:* <https://wheeloptions.icarpool.com/admin/en/login.aspx>

*<000>* employees here at <Company Name> participated in the [Wheel Options](http://www.wheeloptions.org/) campaign! Together we eliminated *<000>* miles driven, gained health benefits and improved our air quality.

* <000> pounds of carbon dioxide reduced
* <000> pounds of hydrocarbons reduced
* <000> pounds of carbon monoxide reduced

I’m pleased to announce that <prize winner’s name> won <description of the prize> in our Wheel Options campaign! Congratulations <prize winner’s name> and thanks again to everyone who participated!

## Images for Campaign Advertising:



 

 